

EXHIBIT "C"

SIGN CRITERIA FOR ENCORE PLAZA SHOPPING CENTER

These criteria have been established for the purpose of assuring an outstanding shopping center, and for the mutual benefit of all Tenants. Conformance will be strictly enforced and any newly installed non-conforming or unapproved signs must be brought into conformance at the expense of the Tenant. Existing Tenant signs previously approved under prior criterion shall be permitted to remain, however, should Tenant desire to make changes to such existing signage, beyond general maintenance and repair, those shall also be subject to these criteria.

A. GENERAL REQUIREMENTS

- (1) Each Tenant shall submit or cause to be submitted to Landlord, via Landlord's property manager, for approval before fabrication a copy of detailed drawings indicating the location, size, layout, design and color of the proposed signs including all lettering and/or graphics.
- (2) All permits for signs and their installation shall be obtained by the Tenant or his representative.
- (3) Tenant shall be responsible for the fulfillment of all requirements and specifications.
- (4) All signs shall be constructed and installed, including electrical hook-up, at Tenant's expense. Tenant shall cause his sign to be installed no later than forty-five (45) days after Tenant opens for business.
- (5) All signs and their installation shall comply with all local building, zoning and electrical codes, and permits. Nothing in these criteria shall imply a waiver of requirements by the local authorities.
- (6) All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Landlord.
- (7) At the end of the Tenant's lease term or at the time Tenant vacates the leased premises, whichever shall first occur, Tenant's sign shall be removed by Tenant. Tenant shall patch and repair any damage to the building to Landlord's satisfaction.
- (8) Approval of major Tenant and free-standing pad user signage, other than that included in these criteria, is reserved by Landlord, which shall not be unreasonably withheld. Such signage should be in character with that of the shopping center and must specifically be approved by the Town of Gilbert, the neighborhood association and the Landlord.
- (9) Lettering at Tenant's door shall be limited to the name of the business, phone numbers, and hours of operation and shall be of white vinyl lettering. Lettering for monument sign, if applicable, shall be Teal in color. Tenant shall obtain Landlord's prior approval on all vinyl lettering.
- (10) Landlord may add additional requirements and specifications from time to time.

B. GENERAL SPECIFICATIONS

- (1) Electrical service to all signs shall be on Tenant's meter at Tenant's expense.
- (2) No script will be permitted unless it is part of an established trademark of the Tenant.
- (3) All conductors, transformers, and other equipment shall be concealed within the walls of the sign fascia.
- (4) Tenant shall be responsible for the installation and maintenance of all signs. Tenant shall provide for additional backup bracing angles if necessary, to install sign.
- (5) All signs shall be constructed of individual pan channel letters, lighted with exposed neon and mounted on the sign fascia of the building, installed above the Tenant's Premises.
- (6) Colors of the sign letters, returns, trim caps, and neon may be of the Tenant's choosing, subject to Landlord approval. Clear, uncolored plexiglass faces over the letters shall be used.
- (7) Power for the sign shall be supplied by Tenant. Tenant agrees to keep sign illuminated each night, from dusk until dawn.
- (8) Each Tenant shall be allowed signage as allowed by the Town of Gilbert. Length of Tenant's sign shall not exceed 80% of Tenant's building frontage. Single line letter height shall not exceed 24" without Landlord's prior approval.

RADORS PLAZA

1515, 1517, 1525, 1555 N. Gilbert Rd.
Gilbert, AZ 85234

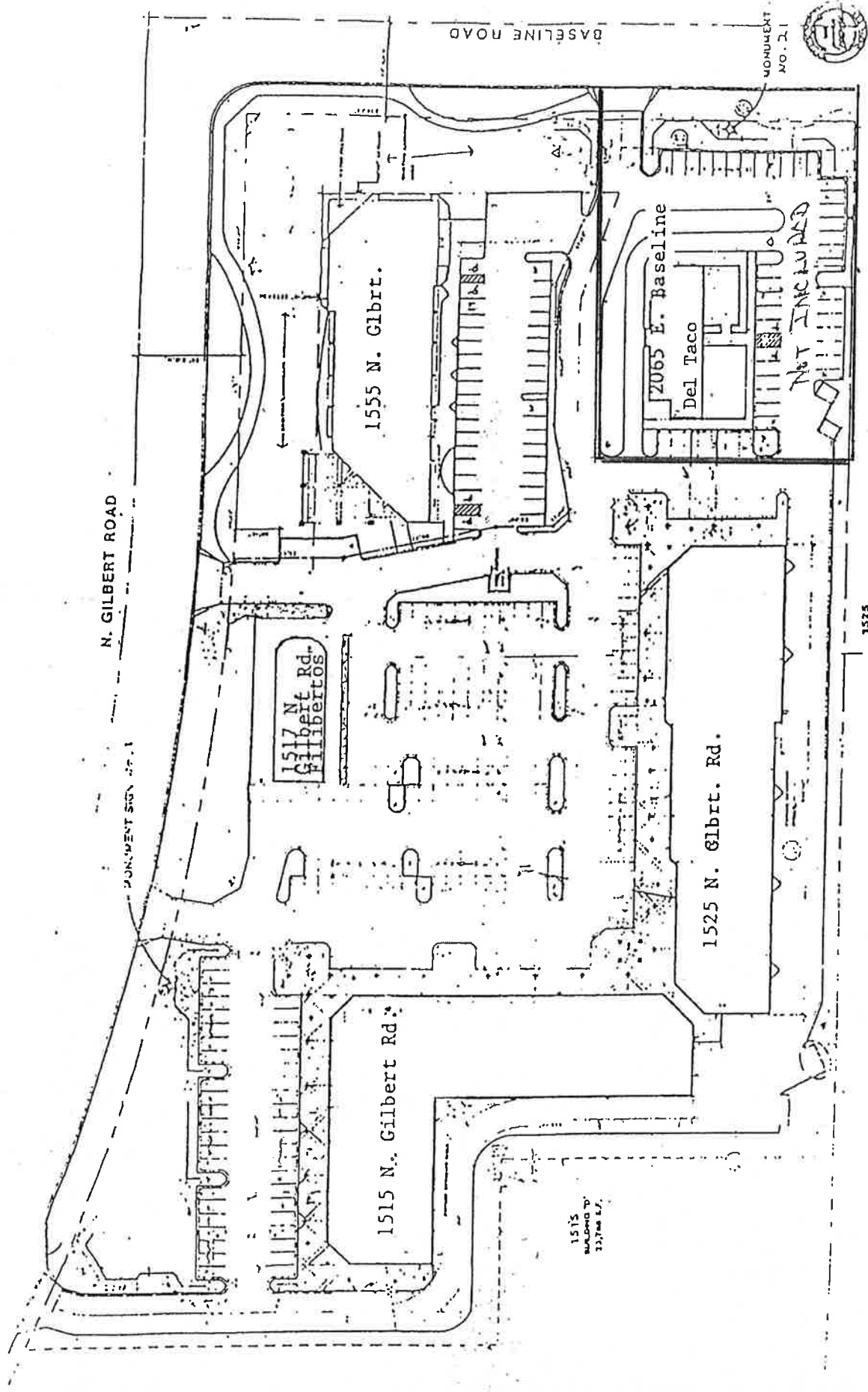


EXHIBIT A

LEASE PLAN

1525
BUILDING 1
22,400 S.F.

1515
BUILDING 1
23,700 S.F.

MONUMENT
NO. 21





NOTICE OF DECISION

June 29, 2011

RE: Encore Plaza Amended Comprehensive Sign Program

Dear Applicant:

Staff has reviewed the revised Comprehensive Sign Program received on June 27, 2011, for Administrative Design Review regarding the minor changes to the sign criteria. Staff has made the following findings:

- The project is consistent with the LDC and applicable design guidelines;
- The project is compatible with adjacent and nearby development; and
- The project design provides for safe and efficient provision of public services.

Based on the above, staff has approved this Administrative Design Review with the following attached information:

Exhibit C shall now be the guiding criteria for signage and voids Exhibit 2 of the Town of Gilbert Planning Department Staff Report dated February 14, 1991.

If you have any questions regarding the above or require additional information, please contact me at (602) 503-6729.

Sincerely,
Amy Temes

cc: DR91403 A